

**IN THE CLAIMS:**

Please amend the claims so that they read in accordance with the following listing of claims:

1. (Currently Amended) A system of facilitating the dissemination of information comprising:

a target comprising:

[a] an information display that is visible to a plurality of interested users;

a memory assembly for storing a URL for a web-site related to the display;

a transmitter assembly adapted to transmit the URL; and

an identifier that indicates to the plurality of users that the target comprises the memory assembly and transmitter,

whereby a respective interested user upon seeing the display and graphic identifier may use a respective hand-held transceiver to receive the URL transmitted by the target and selectively activate the URL independent of the target.

2. (Currently Amended) The system according to claim 1, wherein the information display is an electronic display, an icon having a the URL embedded therein resides on the electronic display, and information in the icon is accessible with an air mouse capable of activating the icon to cause the display to transmit the scanned data so as to place the URL into the browser of [the] a user's home computer.

3. (Previously Amended) The system according to claim 2, wherein the icon appears on a television commercial and the URL is utilized for an instant purchase to be billed according to information stored in the hand-held transceiver.

4. (Original) The system according to claim 1, wherein the transmitter is an active transmitter, whereby the URL is substantially constantly available to the plurality of interested users.

5. (Original) The system according to claim 1, wherein the transmitter is a passive transmitter, whereby the respective hand-held transceiver is adapted to provide energy that activates the transmitter.
6. (Previously Amended) The system according to claim 1, wherein the hand-held transceiver is a cellular phone, personal data assistant, or laptop computer adapted to enable auto-dial of at least one phone number embedded with the URL transmitted by the target.
7. (Original) The system according to claim 1, wherein the URL is a specific embedded page of a website.
8. (Original) The system according to claim 1, wherein the URL is received by a respective hand-held transceiver operated by respective interested user only when the respective interested user initiates communication with the transmitter, whereby the URL is selectively received.
9. (Original) The system according to claim 1, wherein the URL is transmitted with a filtering code adapted to be used in a respective hand-held transceiver to avoid receiving interference or incorrect information.
10. (Previously Amended) The system according to claim 1, wherein the URL is targeted to a male or female depending on information in the respective hand-held transceiver.
11. (Currently Amended) A system of facilitating the dissemination of information comprising:
  - a target comprising:
  - a display that is visible to a plurality of interested users;
  - a memory assembly for storing a URL of a website related to the display;
  - a transmitter assembly adapted to transmit the URL; [and]

an identifier that indicates to the plurality of users that the target comprises the memory assembly and transmitter; and

a hand-held transceiver;

whereby a respective interested user upon seeing the display and graphic identifier may use the hand-held transceiver to receive the URL transmitted by the target.

12. (Previously Amended) The system according to claim 11, wherein the information display is a clothing display and the clothing is enabled to transmit the URL.

13. (Original) The system according to claim 11, wherein the transmitter assembly comprises a radio frequency transmitter on an infrared transmitter.

14. (Previously Amended) The system according to claim 11, wherein the transmitter is an active radio frequency tag, whereby the URL is substantially constantly available to the plurality of interested users.

15. (Previously Amended) The system according to claim 11, wherein the transmitter is a passive radio frequency tag, whereby the respective hand-held transceiver is adapted to provide energy that activates the transmitter.

16. (Original) The system according to claim 11, wherein the hand-held transceiver is a cellular phone, personal data assistant, or laptop computer.

17. (Original) The system according to claim 11, wherein the URL is a specific embedded page of a website.

18. (Currently Amended) The system according to claim 11, wherein the URL is received by a respective hand-held transceiver operated by the respective interested user only when the respective interested user initiates communication with the transmitter, whereby the URL is selectively received.

19. (Original) The system according to claim 11, wherein the URL is transmitted with a filtering code adapted to be used in a respective hand-held transceiver to avoid receiving interference or incorrect information.

20. (Original) The system according to claim 11, wherein the URL may be received, previewed, stored, activated, or transferred by a respective user using a respective hand-held transceiver.

21. (Currently Amended) A method of facilitating the dissemination of information comprising the steps of:

providing a target comprising:

a display that is visible to a plurality of interested users,

a memory assembly adapted to receive and store a URL related to the display,

a transmitter adapted to transmit the URL, and

an identifier that indicates to the plurality of users that the target comprises the memory assembly and identifier;

receiving and storing the URL in the memory assembly; and

transmitting the URL

whereby a respective interested user upon seeing the display and graphic identifier may use a respective hand-held transceiver to receive the URL transmitted by the target.

22. (Currently Amended) The method according to claim 21, wherein the information display is one of a plurality of store displays, and a website hub controls the rotation of URLs to said plurality of store [~~display~~] displays by time of day or by store depending on respective locations and time zones.

23. (Previously Amended) The method according to claim 21, wherein the URL information is on a timer system.

24. (Original) The method according to claim 21, wherein the transmitter is an active transmitter, whereby the URL is substantially constantly available to the plurality of interested users.

25. (Original) The method according to claim 21, wherein the transmitter is a passive transmitter, whereby the respective hand-held transceiver is adapted to provide energy that activates the transmitter.

26. (Original) The method according to claim 21, wherein the hand-held transceiver is a cellular phone, personal data assistant, or laptop computer.

27. (Original) The method according to claim 21, wherein the URL is a specific embedded page of a website.

28. (Presently Amended) The method according to claim 21, wherein the URL is received by a respective hand-held transceiver operated by the respective interested user only when the respective interested user initiates communication with the transmitter, whereby the URL is selectively received.

29. (Original) The method according to claim 21, wherein the URL is transmitted with a filtering code adapted to be used in a respective hand-held transceiver to avoid receiving interference or incorrect information.

30. (Previously Amended) The method according to claim 28, further comprising data mining of users who initiate communication with the transmitter.